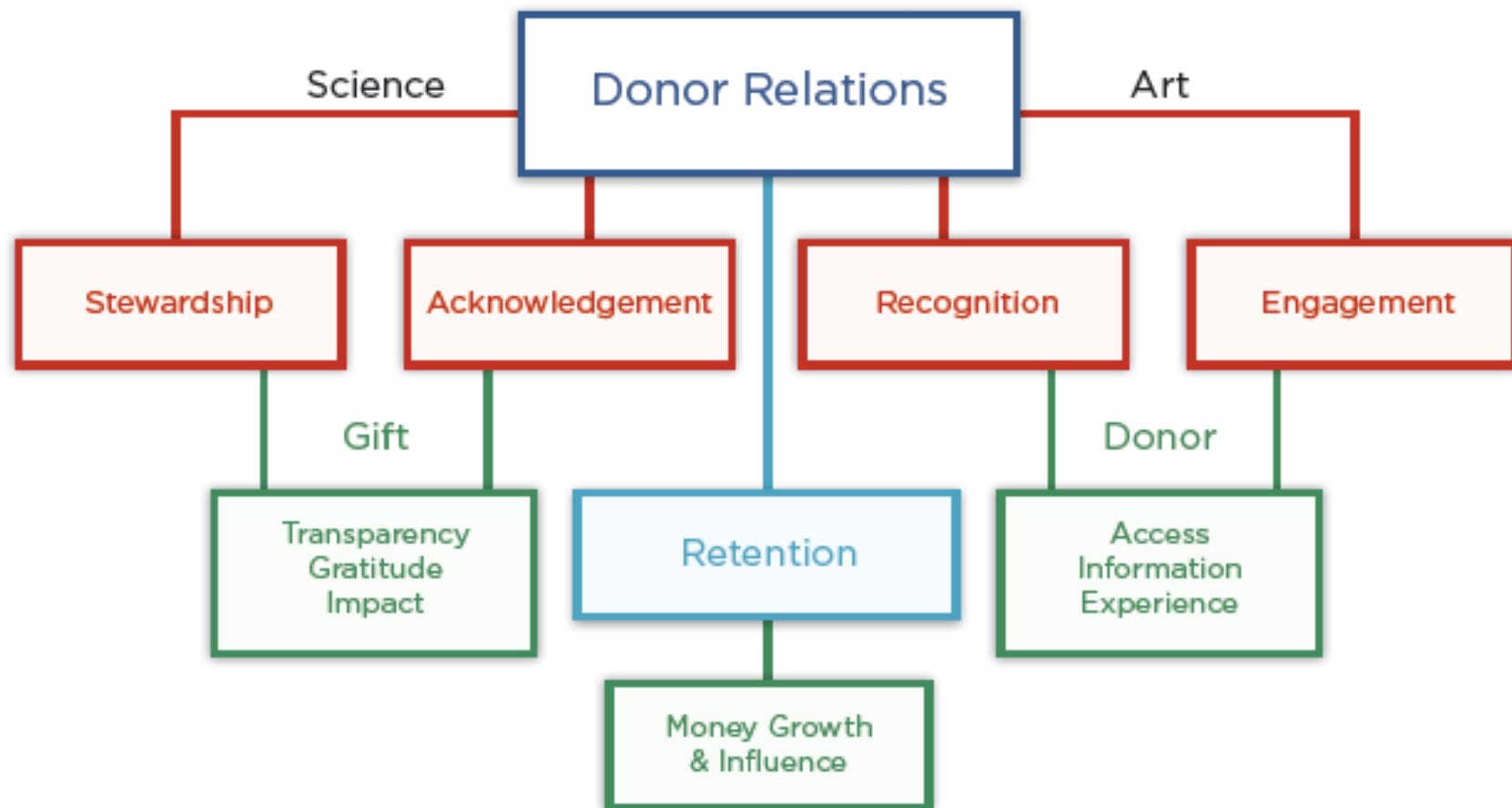




The Four Pillars of Donor Relations

Lynne M. Wester
Donor Relations Guru
[@donorguru](https://twitter.com/donorguru)



Prerequisites



First, The Basics



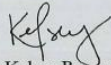
Transparency / Gratitude / Impact

Dear Mrs. Doe,

Thank you for your gift to Whitworth! Your support helps us equip deserving Whitworth students to become the servant-leaders, innovators and teachers the world needs. Your gift counts toward The Campaign for Whitworth.

You give. Students thrive. It's a win-win for the world.

Sincerely,



Kelsey Bungarner
Assistant Director of Donor Relations

*Jane, thank you
for supporting
Whitworth students!*



McKenzie Hemp, '18
Communication Major

"My scholarship makes it possible for me to attend Whitworth. This education is so **valuable** to me because it will help me achieve my dreams. **Thank you** from the bottom of my heart for your kindness. Your investment in my life has simply been **life-changing!**"



DATE: 10/01/18
GIFT TOTAL: \$25.00
CONSECUTIVE SUPPORT:
20 Year(s) *Wow!*
DESIGNATION:
Whitworth Fund

Mrs. Jane E. Doe
300 W Hawthorne Rd
Spokane, WA 99251-3854

GIFT RECEIPT
Gifts to Whitworth University are tax deductible to the extent provided by law. This receipt should be retained for tax purposes. No goods or services have been provided to you in exchange for this contribution.

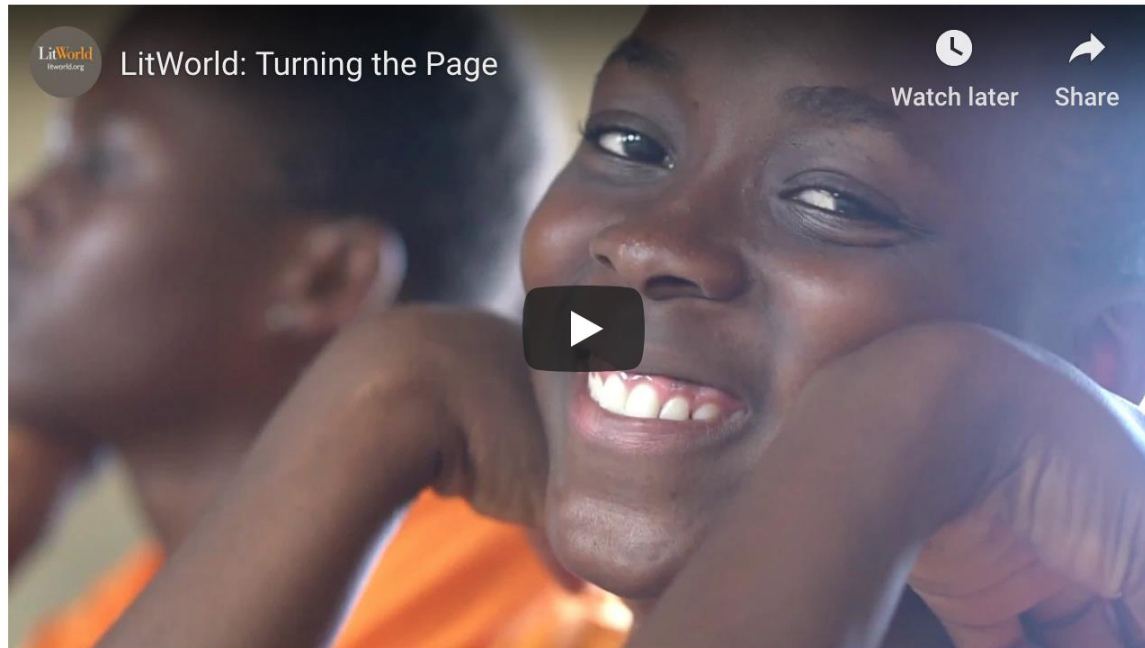
WE AT WHITWORTH THANK YOU FOR YOUR SUPPORT!

Thank you for your gift

Thank you for your donation to LitWorld. You will soon receive a confirmation email to the account provided.

Your generous donation will help LitKids around the world raise their voices and share their stories in 2019. Thank you for investing in a brighter future.

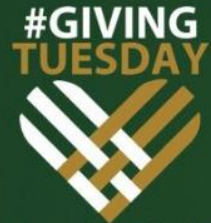
[Click here to see the difference you are making in the lives of LitKids!](#)



Because of supporters like you, LitWorld grows year after year in communities around the world. You give LitKids safe spaces to read, write, listen to one another, and build trust. Future changemakers are able to learn and have fun in LitWorld programs, thanks to your kindness. It is simple: everything we do is because of you!

Thank you for supporting CSU students in need. Your gift to Rams Against Hunger for Giving Tuesday is greatly appreciated!

WATCH YOUR VIDEO!



Colorado State University



A special thank you for Lynne Wester

Acknowledgment

Gift Acceptance
Receipting

Leadership Acknowledgments
Pledge Reminders
Online Giving Confirmation

Behavior Based Thank Yous
Gratitude Text
Student Based Thank Yous
Department Thank Yous



The Thask

Thask you may, but Thask you should not.
A Thask is not the way
To get what you want.

What is a thask?
Your wondering mind asks...
Well my friend, I'm so glad you asked.

A thask is a serious offense!
A thask is thoughtless!
It may even cost you your friends!

A thask is lazy!
Some may even say cheap!
It loses friends that you want to keep!

A thask is not one thing, but two—
It's saying thanks for all that you do!
While asking again a moment too soon!

It takes away anything sincere
And makes one feel like
they are not very dear.

So do you see why one may view a thask
to be a very unproductive task?

Do you see how many friends you could lose?
In the short amount of time
It takes to tie your shoes?

Instead of mixing them up,
And squeezing them in a space too tight,
You should slow down
And take the time to thank them right.

Then when maybe a day has passed,
You can approach them
With a very nice ask.

By Stephanie Vorhees

N.E.V.E.R.



Missed Opportunities

85%

Of donors don't receive information
on gift outcomes

84%

Of donors would give more to
charities that showed them results

77%

Of Millennial donors would stop
donating if they don't see gift impact





Everyone Deserves Ice Cream!



A 4-page report that features the broad annual achievements of the organization (pulled from the Impact Report), with one section devoted to the donor's program area.

Recipients:

- Living donors who have given \$50K-\$499K cumulatively in any of the past three years.
- Estates that have resulted in \$50K-\$499K cumulative gifts in any of the past three years *and* the heir has a strong connection to the program area *and* the potential to make a gift of \$50K or more within the next 2-3 years.
- Donors that have been pre-identified from the \$1 million+ cumulative list who are being solicited in the next 12-18 months and are not receiving the high end donor report.

Program Report

A 4-page report with photos, a patient story and content, all of which are fully customized for the donor. This new report is the white glove treatment for top-level donors. For those who give generously to several areas, the report will be a wrap-up of all the areas they support.

Recipients:

- Donors who have given \$1 million+ cumulatively *and* are being solicited in the next 12-18 months *and* have been pre-identified by primaries.
- Donors who gave \$500K or more cumulatively in any of the last three years.

High-End Report



Stewardship Reports

Endowment Report

Impact Report



For all endowment donors, a brief report about the impact of endowments that is distributed with financial reports in the summer. The report will translate the financial information into outcomes and achievements, incorporating a patient and/or donor story.

Recipients:

- All endowment donors, even if they receive another report.

For all other stewardship needs, a broad-based impact report. This 4-page report will be developed and made available to each team to use as needed; personalization and distribution is up to that team.

Recipients:

- All donors, all levels.



Create a Roadmap

JOURNEY OF GRATITUDE

FISCAL YEAR 2017-18 REPORT

RAISED
\$235 MILLION+

46,000+
DONORS



ALUMNI CHAPTERS
AND COUNCILS
TRIPLED SUPPORT
FOR SCHOLARSHIPS

\$1.025 BILLION

RAISED TOWARD
JOIN THE JOURNEY CAMPAIGN GOAL

THANK YOU

for supporting the University of Tennessee, Knoxville.



TOUCHING THE SKY



Michael Banks | Class of 2020

Major: Aerospace engineering
Recipient of the Pledge Scholarship

“

I was always interested in things that
fly—planes, helicopters, rockets.
I used to want to be a fighter pilot,
but then I found my love for engineering.
I like to know how things work
and how it all fits together.”

ABOUT ME

I chose UT because of the aerospace engineering degree program. I want to learn how I can help build new technology and contribute to the progress of the aerospace industry.

Being a first-generation college student from a low-income family, the Pledge Scholarship was a big help. Without scholarships and grants, I wouldn't be in college.

I truly appreciate the opportunities that allow me to make the most of my college experience. It's a huge blessing to be a candidate who receives support from donors and the state. I greatly appreciate the effort and time given to future, current, and past students.

With much appreciation,

Michael Banks



2017-18 FISCAL YEAR



UNDERGRADUATE SCHOLARSHIPS

We strive to retain and graduate well-educated students prepared to embody the Volunteer spirit as lifelong learners and leaders.



Truly Grateful

FOR THE
STUDENT-ATHLETE
EXPERIENCE



Maya Neal | Class of 2020

Major: Political Science

Minor: Business Administration

Lady Vols Soccer and Track & Field

“

With my major in political science and minor in business administration, I hope to pursue a career with an international nonprofit organization as a corporate lobbyist or a sports agent.”

ABOUT ME

As a two-sport student-athlete, I chose to come to UT because I saw that sports and academia are equally exceptional, and it is a place where I could achieve tremendous personal growth on the track, the pitch, and in the classroom and community.

The passion of the fan base here has a great positive impact on athletics. It makes competing more gratifying.

There is a lot that goes into the financing and planning of facilities and athletic programs, including scholarships like mine. I am truly grateful to the people that contribute to the betterment of the student-athlete experience, beginning with a scholarship that gives me the opportunity to pursue higher education and collegiate athletics.

Sincerely,

Maya H.



ATHLETIC EXCELLENCE

We pursue comprehensive excellence in all sports and provide our student-athletes with an ideal experience needed to excel in the classroom.



BELIEVE IT, VICTORIA

Two facts amaze Victoria Taskey, '18: she gets to study business in China in May, and you are helping her succeed.

"I can't believe that I've had such kind people who really believe in and support me. Thank you so very much for all of your kindness, from the bottom of my heart."



300 W. Hawthorne Road | Spokane, WA 99251

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SPOKANE, WA
PERMIT #387

Because of your generosity, deserving Whitworth students can have life-changing experiences that prepare them to change the world.

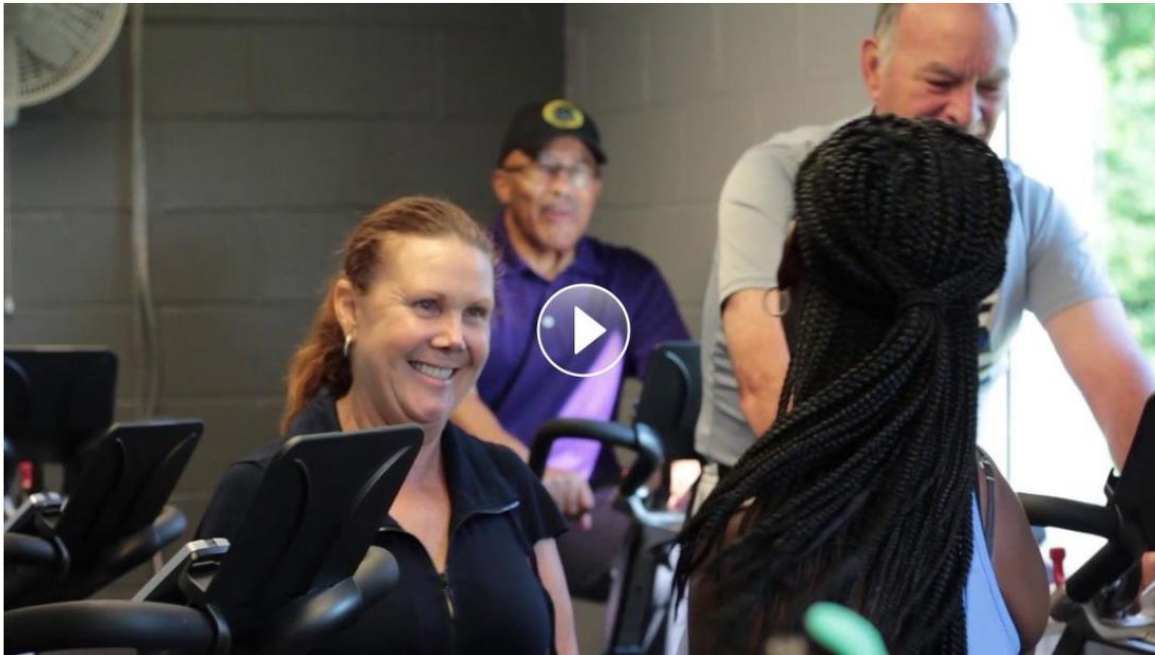
Visit www.whitworth.edu/impact for brief blogs and videos by Victoria and her classmates Micah and Sarah. They're excited about their upcoming adventures, they're grateful for their faculty mentors, and they're amazed by your investment in their lives.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YOU MAKE THE DIFFERENCE

YMCA of Greensboro



BUILDING STRENGTH

YMCA of Greensboro's Parkinson's Cycle Classes are building more than strength. For participants, classes are helping to make everyday activities easier and relieve symptoms. Plus the class creates a family of fellow patients, volunteers and instructors. Along the way they offer each other emotional support too. Learn more about how this program is changing lives in the video above.

**TELL YOUR
Y STORY**

**READ MORE
Y STORIES**

Stewardship

Financial Fund Report
(Endowed/Restricted)
Impact Stories

Purpose Based Report
Annual Unrestricted Impact
Report

Custom Impact Report
Impact Report for Milestones





Access / Information / Experience

Loyalty
Leadership
Lifetime
Legacy



Recognition "L's"

THE DAVIS FAMILY CONFERENCE ROOM

Kern M. Davis graduated in 1976 from UF with a high honors BS in chemistry, received his M.D. from the University of South Florida, then returned to UF for a pathology residency. In 1985, he became a practicing pathologist in his hometown, St. Petersburg, Fla. In 1993, he received an MBA from USF. Devoted to STEM education, Dr. Davis teaches an introductory class to medicine at his high school alma mater. UF continues to be an important element for his family – Twila, Hannah, and Sydney – for whom the Gator spirit is strong.

Kern M. Davis MD

What's wrong
with this
picture?



The Price of Perpetuity: Has the Renaming of Avery Fisher Hall Changed the Naming Rights Game?

POSTED BY DAVID BASS ON MARCH 31, 2015

Last year, colleges and universities raised over \$34 billion in private support. The vast majority of that figure were major gifts—many of which came with naming rights. Ideally, naming rights demonstrate the importance of philanthropy and honor the generosity, commitment, and, in some cases, vision of donors.

Recognition

Naming Policy

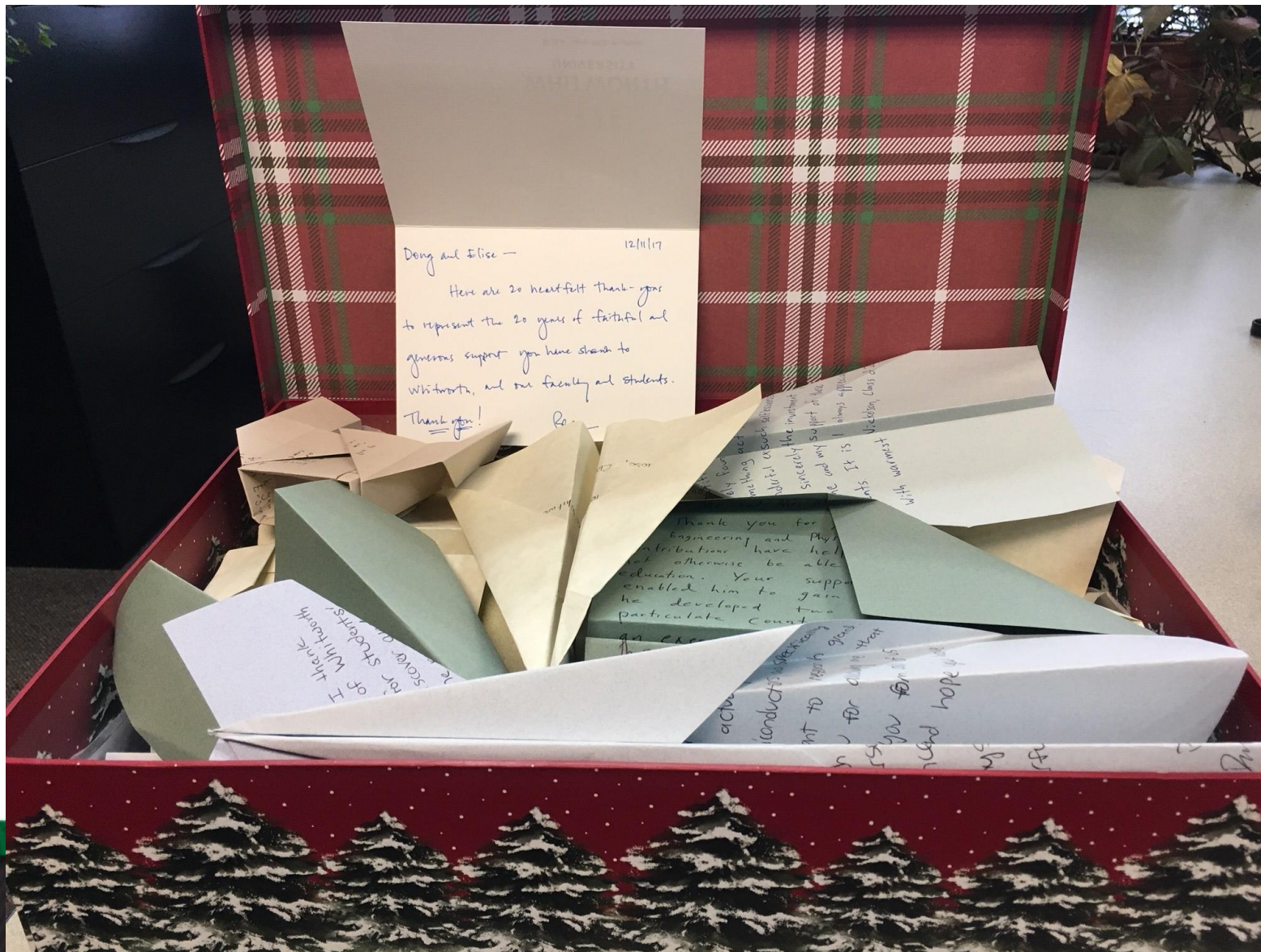
Recognition Societies

Greetings and Salutations

Behavior Based Recognition

Personal Giving Milestone
Recognition





Dong and Elise —

12/11/17

Here are 20 heart-felt thank-yous
to represent the 20 years of faithful and
generous support you have shown to
Whittier, and our faculty and students.
Thank you! Re —

I thank
you for
the support
of Whittier
students.

Thank you for
engineering and physical
contributions have had
at otherwise be able
education. Your support
enabled him to gain
he developed two
particulate Count

conducting research
nt to teach about
for a while that
you for it is
and hope

INDIVIDUAL - AFFILIATED *003611-A*

NAME
BLOOMBERG - Mr. Michael R.

MARRIED ☐ DIVORCED ☐ WIDOWER ☐ SINGLE ☒ X

DATE OF BIRTH _____ RELIGION _____

TITLE
BUSINESS Salomon Bros. & Hutzler
ADDRESS 60 Wall Street, N.Y.C. 10005
NATURE OF BUSINESS
Investments

HOME ~~223 E. 86th St., N.Y., N.Y. 10021~~
ADDRESS *2* Sutton Place South
ADDRESS New York, NY 10022

OTHER ADDRESS _____

FRIENDS OF LIBRARY ☐ MAGAZINE ☐ RECEPTION ☐ ☐ ☐ ☐

JOHNS HOPKINS HISTORY AND CONTACTS
arts 60-(Feb)62, eng(Feb)62(June)64 BES

OTHER EDUCATIONAL HISTORY AND CONTACTS _____

OFFICERSHIPS AND DIRECTORSHIPS _____

WEALTH _____

DATES	AMOUNT OF GIFT	U H F	Type U for gift to University H - to Hospital F - to Fund		RESTRICTIONS-TYPE COMPLETE DETAILS-USE
			SCHOOL	DEPARTMENT	
1964	5 00	U			Roll Call
1965	5 00	U			" "
1966	5 00	U			" "
1967	10 00	U			" "
1968	25 00	U			" "
9/69	25 00	U			" "
10/70	50 00	U			" "



Michael R. Bloomberg

Engineering

Johns Hopkins University class of 1964

Let us know how you want us to report impact. Examples of the kinds of communications we plan to send include: Situational Reports, photos and videos from the field, key stats, an After Action Report, our budget and breakdown of cost.

1. How frequently would you like a situational report?

Please select...



2. Which are your preferred channels?

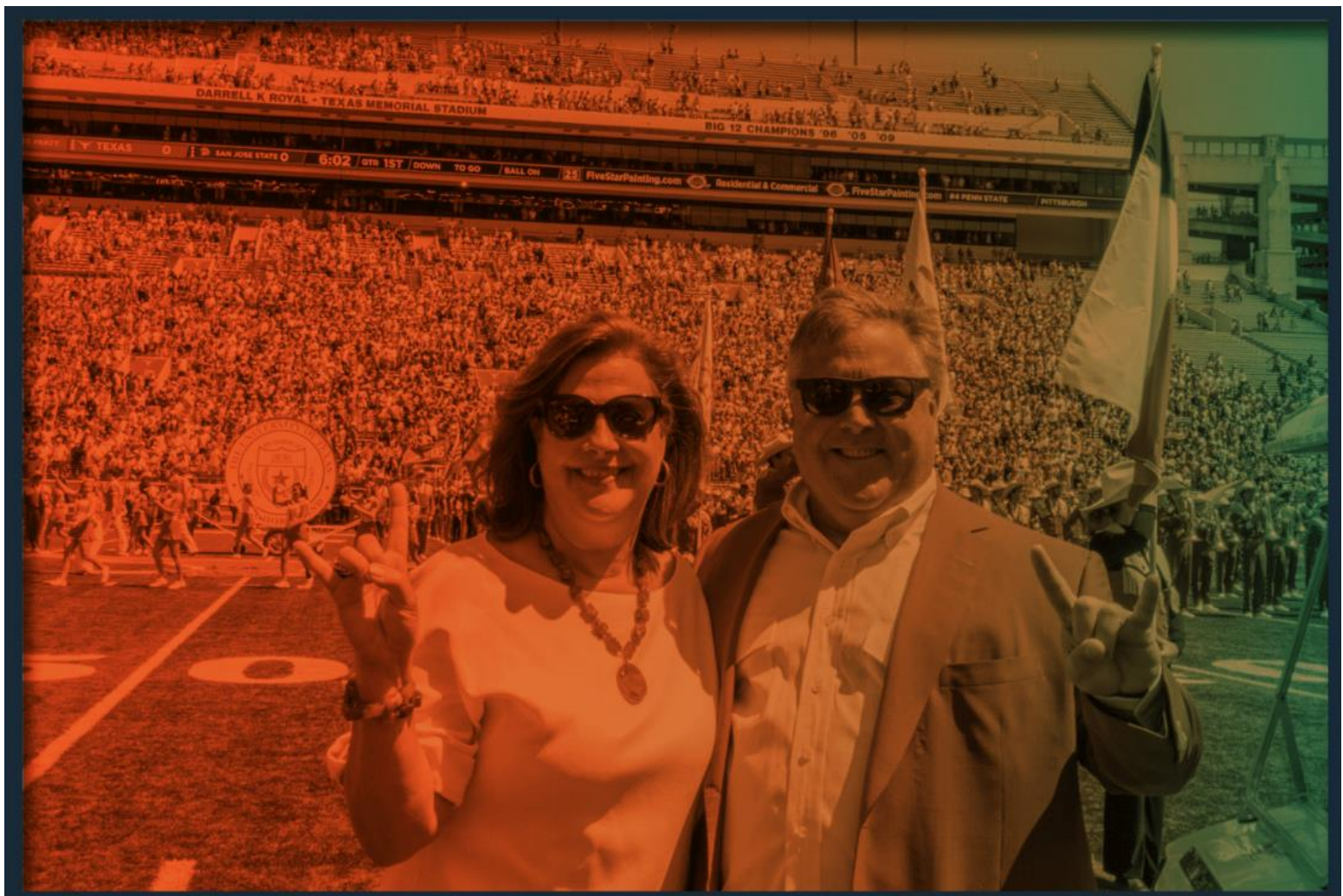
- ☐ Text (don't worry, we won't send at strange hours)
- ☐ Email
- ☐ I'm old school, send me a printed report

3. What content is most meaningful to you?

- ☐ Photos
- ☐ Videos
- ☐ Homeowner and veteran testimonials
- ☐ Breakdown of our budget: revenue and cost
- ☐ After Action Report

Submit





CUSTOMER JOURNEY LAYERS

CUSTOMER JOURNEY STAGES



CUSTOMER JOURNEY STEPS



CUSTOMER JOURNEY TOUCHPOINTS



CUSTOMER JOURNEY DEPARTMENTS



CUSTOMER JOURNEY DURATION





The Ultimate Goal

Engagement

Opportunities for Donors to
Meet Recipients

Custom Engagement Plans
Purpose Driven Events
Surveys

Hour of Power
Surprise and Delight



Thank YOU!

@donorguru

www.donorrelationsguru.com

lynne@donorrelationsguru.com

